

WHAT DOES AN ENGAGING POST ON YAMMER LOOK LIKE?



Call to Action (CTA)

A successful Yammer post has a clear call to action. It asks people to follow through in a specific way using words such as, “share your ideas” or “tell us what you think.”



Ask for personal experiences

or opinions on specific situations. The primary goal of engagement is to build a community and create an interactive outlet of trust and sharing.



Ask questions and tell stories

to encouraging commenting and interaction with your post.



Yammer Poll

Post a question or photo asking people which option they agree with.



Fill in the blank statement

Post a statement asking for a specific response such as “The one thing I can’t live without at work is...”



Photo caption

Posting a photo and asking for a funny or relevant caption is a great way to get engagement. #captionthis



Include a Photo (and/or a Link)

Images grab attention, have a long shelf-life and high visibility, and generate more interactions than text-only posts. The perfect image size is 800x600.



Timing is everything

Make sure you are sharing content when people are actually online (you can find analytics about the activity peaks through the Microsoft 365 admin center under Reports... and don't forget to consider everyone's time zone!)

